

update



1805 HARNEY ST., OMAHA, NE 68102 PHONE 342-8232

United Way
of the Midlands

Volume VIII Number 5

November, 1983

United Way of the Midlands Hits Record Increase!

"No matter how you look at it, this is the most successful campaign in more than a decade and a half in our community, and certainly one of the best in our 63 year history."

These are the words R. Jerry Hargitt, vice president and chief executive officer for Nebraska, Northwestern Bell Telephone Company and Volunteer President for the United Way of the Midlands used to describe the 1983 United Way Campaign which was chaired by Dr. Del D. Weber, chancellor of the University of Nebraska at Omaha. The remarks were made at the United Way's Victory Dinner, held November 9 at the Holiday Hall.

A needs approach to goal setting and the introduction of "Campaigning to Potential" were key factors in this year's outstanding effort. Another important ingredient was a new suggested corporate giving stand-

ard of 1 percent of pre-tax profits for all firms.

These innovative new approaches, combined with the hard work of some 6,000 dedicated volunteers were the big reasons behind this record breaking drive according to Chairman Weber.

The campaign produced \$9,177,211 or an 11.3 percent increase over last year. This \$930,000 is by far the most new dollars ever generated in the annual drive. "The most important statistic," said Hargitt "is the real growth which this drive has achieved. Del and his team have more than tripled the rate of inflation for this year," he added.

Chairman Weber expressed his sincere gratitude to the host of volunteers who undertook the challenge this year's campaign presented. He noted, "This

Continued on Page 10

Division Chairman, Section Chairman and Team Captains of the Year



Gene Allspach
Northern Petrochemical
Company
Division Chairman



Ron James
Northwestern Bell
Telephone Company
Division Chairman



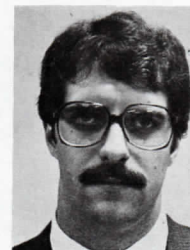
Jim Baratta
Physicians Mutual Co.
Division Chairman



Mary Bernstein
Individual Gifts
Division



Bob Nieto
Nebraska Job Service
Section Chairman



Rick Stachon
Council Bluffs
Savings Bank
Section Chairman

Loaned Executives of the Year



Robert Haisch
Mutual of Omaha



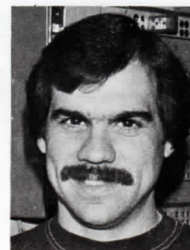
JoAnn Torson
Western Electric



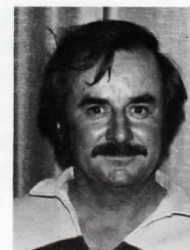
Naomi Crawford
Northern Natural
Gas Company



Roger L. Dillon
Union Pacific
Railroad Company



Frank Payne
Northwestern Bell
Telephone Company



Frank Kubat
Metropolitan Utilities
District

'Working For America' InterNorth Helps United Way

"We work for America."

According to InterNorth President Sam Segnar, that new company slogan means "We work for our families, our churches, our company and our community."

"That means we work for the United Way," Segnar said in an interview about the outstanding United Way campaign in the InterNorth companies.

Employee giving in the InterNorth companies increased from 92 to 96 percent participation with per capita giving going from \$98 in 1982 to \$134 in 1983, a 37 percent increase.

In addition to the support through InterNorth employee gifts, the corporation had 63 loaned executives working the external B & I Division United Way campaign. This is the largest number of loaned executives from any company in Omaha this year.

Segnar became personally involved in InterNorth's internal corporate staff pacesetter campaign. In addition to his own personal commitment, he asked his key officers to take a leadership role in explaining the needs of the community to their employees. Segnar's active participation in the pacesetter campaign generated a 52 percent increase over last year's corporate staff giving.

Segnar quoted author Eric Hoffer, "If the prosperous don't lead, who will?" He said, "At InterNorth we are interested in our community and feel this is a critical time to show leadership in meeting community needs. We feel our company is one of the best places to work and because of our prosperity, we owe something back to the community."

Segnar added, "We came through a difficult period last year. In some ways the success of our drive was

somewhat of a surprise," he admitted. "But I am proud that our employees recognized their responsibilities to the community and met them. This, I think, is evidenced



InterNorth President Sam Segnar

by the fact that all of our InterNorth companies saw employee contributions substantially increase in 1983. "Personally, Segnar said, "I am very proud of our employees and the leadership shown in this important community endeavor."

With the recession and unemployment and federal cutbacks in social

programs affecting United Way agencies, Segnar feels "Campaigning to Potential" is "the only way to campaign."

"We weren't keeping up with inflation when we assigned a simple percentage goal to the United Way drives in the past. Hindsight being what it is, we can see now that it would have been a better approach to tie the United Way goal into the inflation rate. If we can come to a year when the inflation rate is low we can catch up to where we should be, and we will be better able to keep up."

Segnar, who is an active United Way volunteer in Omaha and Houston, praised the United Way system.

"The way United Way is structured, and the way it determines the needs in the community is important. The United Way volunteers make common sense judgments to meet common sense goals. I think they do an excellent job of meeting the needs. But we can always do more. The needs are never fully met," he concluded.

Three Keys Lead to InterNorth's Success

InterNorth Division Chairman Gene Allspach, director of Strategic Planning and New Business Development for Northern Petrochemical Company, a Division of InterNorth, said there were several reasons the InterNorth campaign was so successful.

"One was the success of the Pacesetter campaign by the Corporate Staff. It was excellent and served as an outstanding lead for the six InterNorth companies' campaigns."

Another "key" to the successful campaign at InterNorth was the organization set up for the campaign.

"We looked at past campaigns and used what worked well in the past, and built this year's campaign on those strengths, and worked to

improve weak areas," Allspach explained.

"We tried some new ideas, and also assured solicitors would have plenty of time to talk with each person in their group to explain how United Way works," he said.

The third key to success was that the campaign volunteers ran an active and enthusiastic campaign. Employee campaign managers from the seven InterNorth campaigns shared ideas with each other to make all the campaigns successful. In addition, each InterNorth company president endorsed the United Way at company rallies.

Those three keys helped InterNorth increase their contributions to United Way 26 percent.

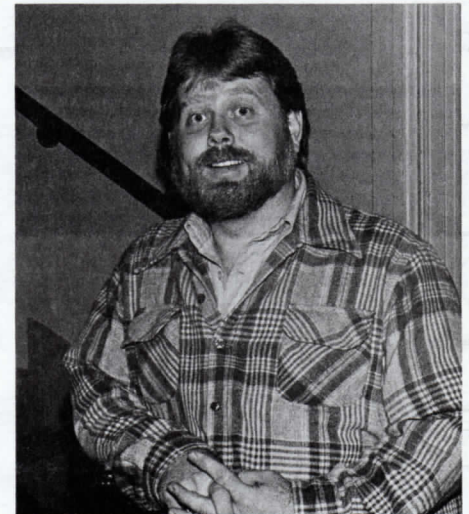


Teamwork was the key to a successful United Way campaign at the Omaha Public Schools this year. Helping OPS to achieve its success include Pat Shafer, Dr. Don Andrews and Elza Tabor.

Andrews said. Speakers were Del Weber, 1983 campaign chairman and chancellor of the University of Nebraska-Omaha, and James M. Keck, vice president corporate affairs for Bozell & Jacobs and United Way Communications chairman.

The hard work paid off in an increase of 14 percent in student giving. Teaching personnel in 45 OPS buildings participated 100 percent and 25 buildings participated 100 percent of all staff, including custodial and clerical staff. Despite the fact that all groups were smaller in number than the year before, there still was a 20 percent increase.

"This is by far the biggest increase OPS has had in the 10 years I've been involved," Andrews said.



President of the Omaha Education Association, James D. Eisenhardt, endorsed the United Way campaign.

Hard Work, Increased Participation Result In Successful OPS Campaign

Hard work and an increase in the number of people involved with the 1983 United Way campaign increased giving in the Omaha Public Schools by 20 percent, according to Dr. Don Andrews, director of State/Federal Relations for the Omaha Public Schools and Employee Campaign Chairman.

The kickoff for the campaign included teacher and student representatives from each school as

well as the principal from each elementary, junior high and high school. Endorsements of the United Way agencies and the campaign came from James D. Eisenhardt, president of the Omaha Education Association and Elza Tabor, president of the Service Employees Union, Local 226.

"This is the first year we have used the film, speakers and endorsements in principal meetings,"

Pat Shafer, assistant executive director of the OEA said visible and active participation by Superintendent Dr. Jack P. Taylor, chairman of the United Way Education Division, also helped increase the participation.

"There has been a high level of attention paid to education lately, and I think educators want people to know they are a part of the community, and that they participate and contribute to the community. And there were just a lot more people involved in the drive this year," Shafer said.

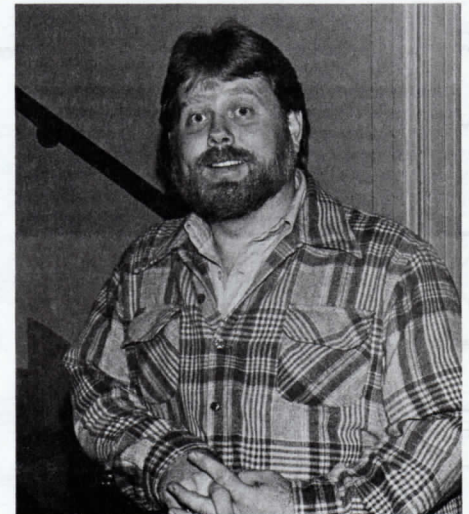


Teamwork was the key to a successful United Way campaign at the Omaha Public Schools this year. Helping OPS to achieve its success include Pat Shafer, Dr. Don Andrews and Elza Tabor.

Andrews said. Speakers were Del Weber, 1983 campaign chairman and chancellor of the University of Nebraska-Omaha, and James M. Keck, vice president corporate affairs for Bozell & Jacobs and United Way Communications chairman.

The hard work paid off in an increase of 14 percent in student giving. Teaching personnel in 45 OPS buildings participated 100 percent and 25 buildings participated 100 percent of all staff, including custodial and clerical staff. Despite the fact that all groups were smaller in number than the year before, there still was a 20 percent increase.

"This is by far the biggest increase OPS has had in the 10 years I've been involved," Andrews said.



President of the Omaha Education Association, James D. Eisenhardt, endorsed the United Way campaign.

Hard Work, Increased Participation Result In Successful OPS Campaign

Hard work and an increase in the number of people involved with the 1983 United Way campaign increased giving in the Omaha Public Schools by 20 percent, according to Dr. Don Andrews, director of State/Federal Relations for the Omaha Public Schools and Employee Campaign Chairman.

The kickoff for the campaign included teacher and student representatives from each school as

well as the principal from each elementary, junior high and high school. Endorsements of the United Way agencies and the campaign came from James D. Eisenhardt, president of the Omaha Education Association and Elza Tabor, president of the Service Employees Union, Local 226.

"This is the first year we have used the film, speakers and endorsements in principal meetings,"

Pat Shafer, assistant executive director of the OEA said visible and active participation by Superintendent Dr. Jack P. Taylor, chairman of the United Way Education Division, also helped increase the participation.

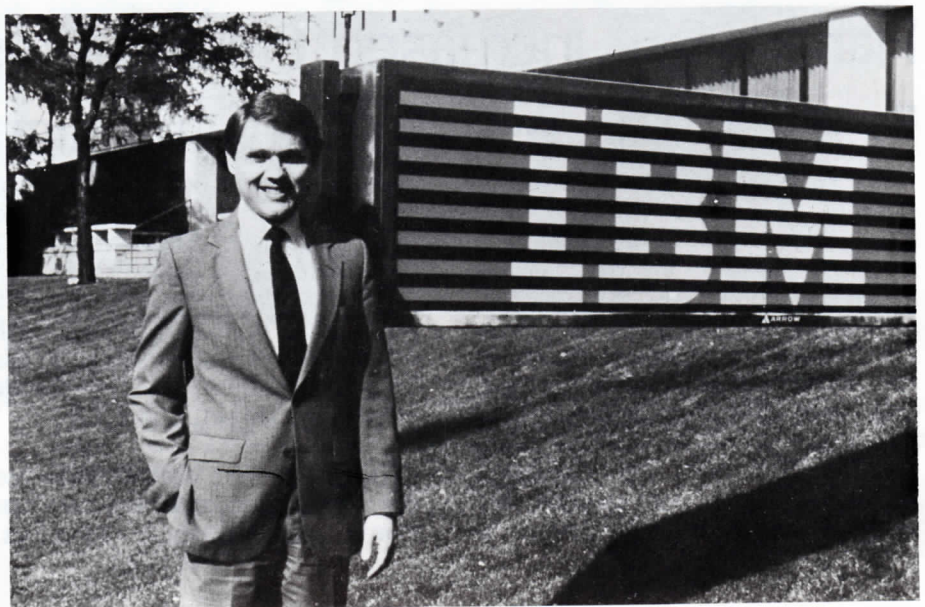
"There has been a high level of attention paid to education lately, and I think educators want people to know they are a part of the community, and that they participate and contribute to the community. And there were just a lot more people involved in the drive this year," Shafer said.



The Mutual of Omaha Business and Industry team reported several outstanding campaigns for 1983. In the photo at the left employees from Kellogg, including the Grain Millers Local 50, enjoyed a 17 percent increase over last year. Employee campaign managers for Kellogg's were Jerry Moseki, Larry Yilk and Carl Crook. In the photo below Linda Cozard of Marriott Reservation Center was the employee campaign manager who had a part in seeing Marriott's campaign increase 123 percent over last year.



The Business and Industry team from InterNorth enjoyed another impressive United Way campaign reporting campaign successes including the following. In the photo above Sara Lee Ryan was the employee campaign manager for Guarantee Mutual Life Insurance Company. Guarantee Mutual showed an 18 percent increase over last year. In the photo at the right IBM's employee campaign ran a very successful employee campaign this year. IBM employee campaign manager is John Roschke.



Update is published by the United Way of the Midlands Communications Department. We welcome your comments.

Dawson Dowty Executive Director

Judie Williams Associate Executive Director - Communications

Rick Koziol Editor

Deborah Trivitt Loaned Executive

Outstanding Volunteer Effort Recognized At Report Meetings

At the weekly United Way of the Midlands campaign report meetings, outstanding volunteer efforts are recognized and awarded traveling trophies to acknowledge outstanding achievement.

The trophies are presented to volunteers in several categories including loaned executive, section chairman, team captain, division chairman and business and industry chairman for each week.

This year in the business and industry group objective criteria was established for presenting awards because the four business and industry divisions are nearly identical in size and structure. The criterion is 1) the highest percent of dollars through audit, and, 2) the highest percent of employee campaigns converted to the Campaigning to Potential concept.

The awards were presented at the three United Way of the Midlands report meetings held this year on October 7 at Ak-Sar-Ben; October 14 at the Joslyn Art Museum; and October 21 at Peony Park.

Following is a pictorial presentation of the United Way's weekly volunteer winners.

First Report Meeting



Gene Allspach
Northern Petrochemical
Company
Division Chairman



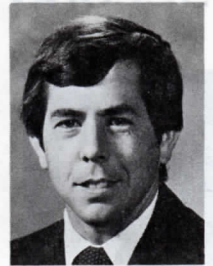
Ron James
Northwestern Bell
Telephone Company
Division Chairman



Don Tollefson
Arthur Andersen
and Company
Chairman
Professional Division



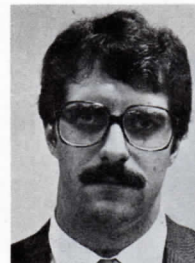
Mary Bernstein
Individual Gifts
Division



Bob Gregory
Union Pacific
Railroad Company
Team Captain



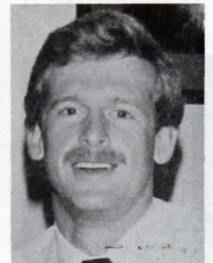
Allis Kemper
Community Gifts
Section



Rick Stachon
Council Bluffs
Savings Bank
Section Chairman



Don Mandel
Arthur Andersen
and Company
Loaned Executive



Don Boettcher
Arthur Andersen
and Company
Loaned Executive



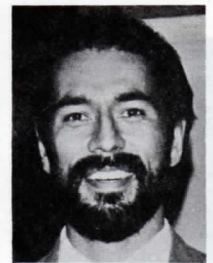
Jim Blazek
Northern Natural
Gas Company
Loaned Executive



Linda Cimino
Mutual of Omaha
Loaned Executive



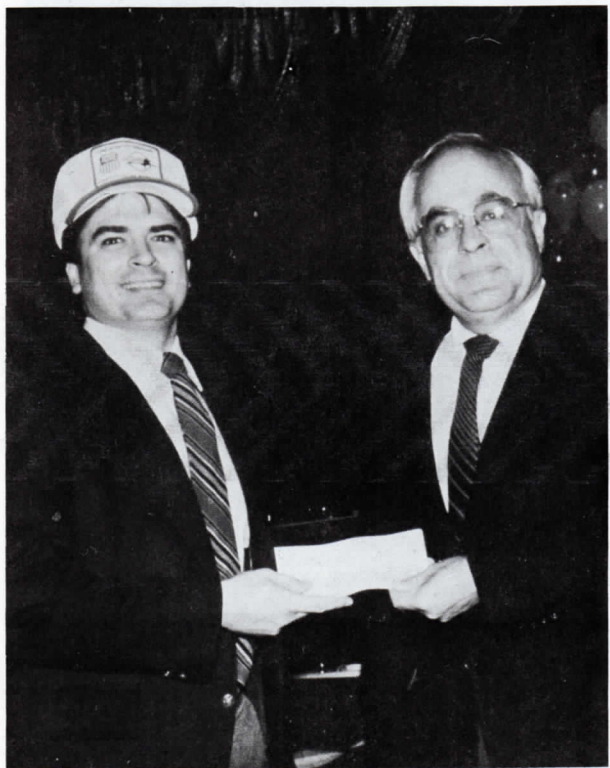
Kellie Murphy
Union Pacific
Railroad Company
Loaned Executive



Ty Moreno
Northwestern Bell
Telephone Company
Loaned Executive



Northwestern Bell Telephone Business and Industry team proved to be a hard working and dedicated group in this year's United Way campaign. In the photo at the left Valentino's Pizza showed their United Way spirit by reporting a 100 percent increase over last year. Helping promote the United Way message to Valentino's employees is Tony Messineo (left) and Harvey Schwartz (right). In the photo below Glen Beacham of the First National Bank of Omaha was the employee campaign manager who helped First National report a 23 percent increase over last year.



The Union Pacific Railroad Company Business and Industry team's tireless efforts produced campaign success in a number of area companies. In the photo above Hy-Vee's Rich Seifert presents the results of Hy-Vee's employee campaign to Union Pacific's Jerry Burns. New to Omaha Hy-Vee employee showed their support of the United Way in an impressive fashion. In the photo at the right, Tim McDermott was the employee campaign manager for Landon's. A spirited campaign for employees resulted in an 118 percent increase for Landon's over last year.



BUSINESS & INDUSTRY



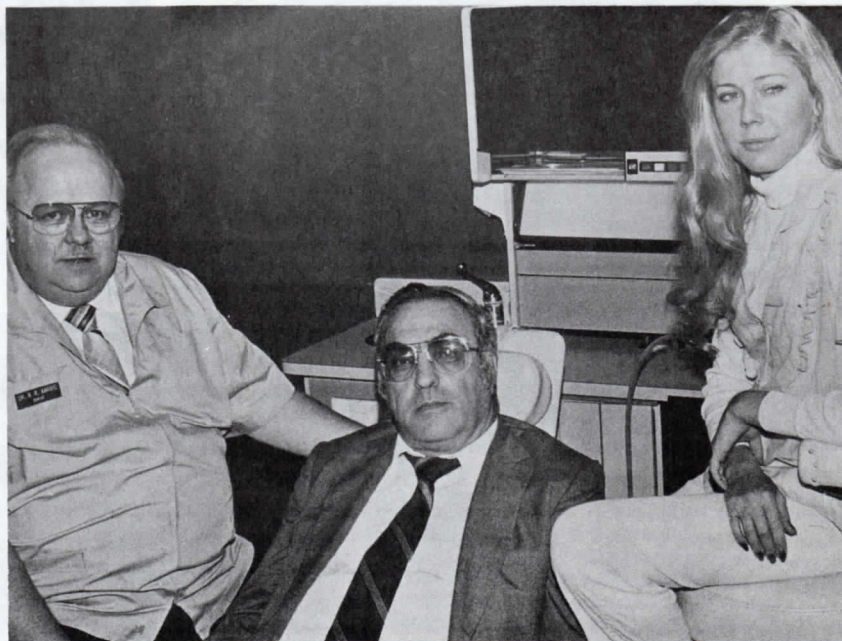
A check in the amount of \$156,500 from the Union Pacific Foundation, on behalf of Union Pacific Railroad Company and Upland Industries Corporation was presented as their contribution by Assistant Vice President-Administration Union Pacific Railroad and 1983 United Way of the Midlands Campaign Vice Chairman, John P. Deasey to the 1983 Campaign Chairman, Dr. Del D. Weber, chancellor of the University of Nebraska at Omaha. The presentation took place in Dr. Weber's office on the UNO campus. This contribution is in addition to the Union Pacific Railroad employee campaign.



In Council Bluffs firms like World Radio utilize the "Helping here at home" theme to conduct successful campaigns for this year's United Way of the Midlands campaign. Joe Riha of World Radio served as his company's employee campaign manager.



First National Bank of Council Bluffs continued its string of outstanding United Way of the Midlands campaigns. Success in this year's campaign was due in part to the efforts of First National's Lois Haines (center) who served as employee campaign manager; and her assistants Gretchen Thompson (left) and Carolyn Stamp (right).



At the Regency Dental Center, employees responded to the needs in our community by their support of the 1983 United Way of the Midlands campaign. Results show the Regency Dental Center, including members of the United Food & Commercial Workers District Local 271 had a 157 percent increase over last year with 100 percent employee participation. Helping to insure the success of the campaign are (left to right) Dr. Robert Aarvig, D.D.S., administrator; Sam Albino, administrative assistant; and Ann E. Bradish, office supervisor.



Success at the Western Electric Omaha Works United Way of the Midlands campaign is a combination of hard work, informative rallies and employee fun. Bob Dunn was in charge of Western Electric's United Way campaign this year and literally worked around the clock conducting employee rallies during the various shifts. Bob personally participated in 35 separate employee sessions. In addition, Western Electric General Manager Jack Childs and Larry Lewallen, director of engineering and manufacturing, spoke at the employee rallies, endorsing the United Way effort. Employees gathered at the company's auditorium to hear speakers, view the campaign film and have a chance to win prizes. In the photo at the left, employees pick up their United Way information packets and pledge cards prior to the meeting. In the photo at the right, Bob Dunn addresses an employee rally. For the 1983 campaign, the Omaha Works of the Western Electric Company reported an outstanding campaign with a 35.6 percent increase over last year.



Phil Kadahl and Barb Van Wassenhoven prepare the information packets that went out to the Bellevue Public Schools for this year's United Way of the Midlands campaign. A kickoff rally at the Crown Court in Bellevue saw over 40 Bellevue educators attend and carry back the United Way message to their respective schools.



Greg Williams of Sentry Buick is one of the many strong United Way supporters who was contacted by members of the United Way's Independent Business Division. Volunteers from this division contacted approximately 6,500 firms in the metropolitan area to help make the United Way of the Midlands campaign a success.

CAMPAIGN '83



United Way of the Midlands

1805 Harney Street
Omaha, Nebraska 68102

Non-Profit Organization
U. S. POSTAGE
PAID
OMAHA, NEBR.
Permit No. 256

'83 Victory Dinner

Continued from Page 1

campaign marks both a true departure from our past approach to fund-raising and a clear change of direction in this community's ability to meet basic human service needs through the voluntary sector."

In expressing his thanks for the success of the campaign, Weber cited what he called the "real leadership" of the campaign, "the good will, the concerned minds and the caring hearts of the many tens of thousands of contributors and volunteers in this great community."

During the campaign dinner, Weber also cited several campaign workers for their exemplary effort throughout the drive. They are listed on the front page.

Revenues from this campaign will be allocated to health and human service agencies and programs in the greater Omaha-Council Bluffs area.

Mid October 1983 saw United Way of the Midlands Information and Referral Service logging 76 calls a day!

Information and Referral Director Fran Condon reports survival needs (food, clothing, utilities, shelter) account for more than half the calls.

Film & Speakers Bureau Keeps Busy Throughout '83 Campaign

Approximately 16,800 persons heard speeches about the United Way through the Speakers Bureau during the 1983 campaign, according to Speakers Bureau chairman Mary Williamson of the University of Nebraska at Omaha.

Seventy-five speakers gave 336 speeches during the campaign; Groups ranged in size from more than 200 to less than five. Most speaker presentations were accompanied by the film, "Hopes and

Dreams." Williamson said some films from the 1982 campaign were used because of the high demand for the film. She estimates that projectionists from the University were sent out more than 100 times during the campaign.

"Most groups wanted speakers from the United Way agencies," Williamson said. Thirty-nine speakers scheduled by the bureau were from the agencies, 36 were United Way volunteers.

Wrong Address? Help Us Stand Corrected

Update would appreciate your assistance in keeping our mailing list up-to-date. Incorrect names, wrong addresses or several copies addressed to the same person are not only annoying, they're costly to us. Here's how you can help. If the name or address on your mailing label is incorrect, or if you are receiving more than one copy of Update, please send the incorrect or duplicate label along with your correct address to the Community Relations Department, United Way of the Midlands, 1805 Harney Street, Omaha, Nebraska 68102.



Name

Business

Address

City..... State..... Zip.....